

# Scanner Applications Test - September 27, 1993

~~DMA~~

## UTD DMA Shipments - August

## SPACE - September

## Spmt & Price - Sept

SHARE % CONT

CIGARETTE  
STICK VOLUME CYTD CPW

% FROM  
C-STORES

% FROM  
CHAIN

Ctns Packs

Grand Rapids, Michigan

~~SDO PORTLAND~~

TOT INDUSTRY	100.00	1.27	2,811,148,800	540,606
TOT MARLBORO	17.92	1.06	503,800,800	96,885
TOT V SLIMS	1.59	0.92	44,580,000	8,573
TOT B + H	2.01	1.08	56,601,000	10,885
TOT MERIT	2.09	1.19	58,871,800	11,322
TOT PARLIAMENT	0.23	0.44	6,348,000	1,221
AGG VSL MRT BH PRLM	5.92	1.51	166,400,800	32,000

each brand  
at total US  
= 100%

no scaling

26.33

21.28

\* Will phone  
these numbers  
in ~~the~~ on  
Friday Afternoon  
or Monday Morning

use  
IRT/Mel

Des Moines, Iowa

~~INDIANAPOLIS~~

TOT INDUSTRY	100.00	1.25	2,758,346,496	530,451
TOT MARLBORO	20.70	1.20	570,981,264	109,804
TOT V SLIMS	1.55	0.88	42,798,000	8,230
TOT B + H	1.17	0.62	32,301,000	6,212
TOT MERIT	1.44	0.81	39,786,000	7,651
TOT PARLIAMENT	0.11	0.22	3,096,000	595
AGG VSL MRT BH PRLM	4.27	0.99	117,981,000	22,688

34.72

34.75

ZIONASHVILLE Jacksonville, Florida

TOT INDUSTRY	100.00	0.62	1,363,553,712	262,222
TOT MARLBORO	20.13	0.58	274,486,800	52,786
TOT V SLIMS	2.20	0.62	29,940,000	5,758
TOT B + H	1.04	0.27	14,181,000	2,727
TOT MERIT	0.98	0.27	13,296,000	2,557
TOT PARLIAMENT	0.07	0.07	978,000	188
AGG VSL MRT BH PRLM	4.28	0.45	58,395,000	11,230

42.46

39.81

Billings, Montana

~~3NO DALLAS/FT. WORTH~~

TOT INDUSTRY	100.00	1.79	3,956,733,088	760,910
TOT MARLBORO	26.18	2.18	1,035,886,016	199,209

47.82

39.42

↓ (Same brands  
as above DMAs)

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